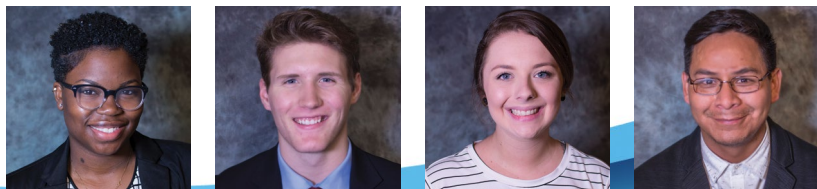


ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

August 2020

LEAD
with integrity



A Virtual Leadership Conference for Students

Lead with Integrity Series Reaches Students Near and Far

Each year, the NASBA Center for the Public Trust (CPT) hosts the well-anticipated StudentCPT Leadership Conference (SLC). Although the conference was cancelled due to COVID-19 concerns, the CPT still wanted to create an opportunity for student leaders to connect and build upon their leadership skills.

The Lead with Integrity Leadership Series was designed for students to fine tune their strengths, enhance their ethical decision-making abilities, and learn best practices as it relates to running a StudentCPT chapter. Students joined the conference via Zoom for a two-hour session throughout the course of a three-day period. Because of the virtual nature of the conference, students were able to have open dialogue with the speakers.

"It was an enriching and educational experience." – Montclair University student

"I would recommend this conference because I learned a lot that I can put toward CPT leadership-related tasks and toward networking for possible internships and job opportunities in the future!" – Belmont University student

LEAD WITH INTEGRITY AGENDA
Tuesday, June 23, 1:00 p.m. – 3:00 p.m.
Strengths Based Leadership
 (Dr. William Latham)
Wednesday, June 24, 1:00 p.m. – 3:00 p.m.
Networking in the New Age
 (Sedrik Newbern)
StudentCPT Chapter Operations: Set Your Sights on Golden Star Status
 (Ashley Metivier)
Thursday, June 25, 1:00 p.m. – 3:00 p.m.
Hear from a Whistleblower: Cynthia Cooper's Story
 (Cynthia Cooper)

The conference was a success with 100 percent of survey respondents saying they would recommend the conference to another peer or classmate. Thank you to Cynthia Cooper and Dr. William Latham for making this conference possible! ☆

GOOD NEWS

ViacomCBS Creates Virtual Community Day During COVID-19 Pandemic

Not only did the recent pandemic hit businesses hard financially, it also diminished the enthusiasm and dedication 20,000-plus ViacomCBS employees had to their communities. Prior to COVID-19, ViacomCBS employees participated in what they deemed "*Viacomcommunity Day*," when employees would gather at hundreds of sites around the world to rebuild and re-energize their communities. When the pandemic hit the world, this type of celebration was no longer viable.

However, Crystal Barnes, for the ViacomCBS newsroom, said employees "made it clear to our team, through emails, virtual meetings and DMs, that their isolation had not dampened their desire to care for our communities, and do so together. Management at all levels across the company supported the idea. It is in that spirit of irrepressible goodwill and restless creativity that the first ViacomCBS Virtual Community Day was born."

This year, ViacomCBS employees from around the world gave back to the people **continued on page 2**

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 Ashley Metivier, Sedrik Newbern
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Expanding the Impact of the CPT

Saying the last few months have been an adjustment, is frankly an understatement. Businesses and schools have had to rethink and retool everything, and so has the NASBA Center for the Public Trust (CPT). The CPT transitioned from in-person to virtual speaking engagements for students and professionals, and modified the annual student conference to offer an online event. Now, the CPT is discussing the adjustments needed to support StudentCPT chapters at colleges and universities that have made the decision to offer only online courses or limit the number of students on campus in the fall.

These changes have forced the CPT staff to revisit goals and strategies around how the organization will grow its footprint on college campuses and provide ethical training to professionals. With virtual classes and meetings becoming the norm, CPT staff have asked how they can engage other businesses, institutions, and organizations to champion the public trust by advancing ethical leadership.

To further the CPT's mission during this time of change, your support is critical. Are you affiliated with colleges and universities that you can make an introduction for the CPT to offer a StudentCPT chapter? Are you actively involved with businesses or organizations that you can recommend the Ethical Leadership Training program for their employees and leadership team? Have you made your personal commitment to the CPT and encouraged others to do the same?

Please direct your introductions to Sedrik Newbern, Operations Director, at snewbern@nasba.org. Contributions can be made today by visiting www.thecpt.org/donations or mailed to: NASBA Center for the Public Trust, P.O. Box 306272, Nashville, TN 37230.

Thank you for your continued support of the CPT! ☆



LEAD WITH INTEGRITY

The Future of Leadership

ALFONZO D. ALEXANDER
PRESIDENT, NASBA CENTER FOR THE PUBLIC TRUST
CHIEF ETHICS AND DIVERSITY OFFICER, NASBA

Throughout the past few months, I have been intrigued by the many ways our world is changing. We are all forced to adapt the way we operate in nearly all areas of our lives. The COVID-19 pandemic has accelerated our use of technology to conduct business. The tensions around equity, diversity and inclusion has caused many of us to assess ourselves and identify our blind spots regarding race. All this change accentuates the need for ethical leadership, now and in *the future*.

Before March 15, 2020, our world was discovering new technology and adopting it at a normal pace. Almost immediately after that day, we began to adopt new and advance our use of existing technology at an accelerated pace. With such rapid change, comes chaos, uncertainty, and temporary loss of productivity. If you are like me, you probably have experienced all of these undesirable factors at varying levels.

So, how do we get to a normal and productive state? I say with leadership - starting with self-leadership. Leaders must set the tone by establishing and maintaining effective routines. It is important for us to develop a rhythm for our activities, or we will become very inefficient with our time. Once we are in a rhythm, we can help those we lead get in cadence. Leaders must also drive the effort to embrace new thinking around: 1) adaptability, 2) creativity, 3) critical thinking, and 4) technology use. *The Future of Leadership* will be dependent on our ability to competently lead using these skills.

The Future of Leadership is also going to be impacted by the new awareness and interest in equity and inclusion. To be most effective, leaders will have to bring some additional qualities to their organizations. The business world of *the future* is requiring its leaders to have heightened levels of: 1) emotional intelligence, 2) listening, 3) empathy, and 4) interpersonal communications skills. The marketplace is demanding more inclusivity, and to be effective, future leaders must commit to increasing competence in these areas. *The Future of Leadership* calls for us to increase our competence in the aforementioned, key areas. I am committed, and I hope you are too. If I can assist you in any way, let me know.

Remember, Lead with Integrity! ☆

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ViacomCBS Creates Virtual Community Day During COVID-19 Pandemic

and organizations in their communities, virtually. Barnes noted that employees consulted with nonprofits on better business strategies, mentored students with America on Tech, hosted social issues discussions with the American Civil Liberties Union, led virtual learning hours with Breakthrough New York, provided feedback to young writers, transcribed records for the Smithsonian Museum, and helped World Food Program USA and Urban School Fund Alliance donate 50,000 meals through the atlasGO global health and wellness challenge. The employees achieved all this goodwill via online resources and platforms.

As the world continues to change, we could all use a little inspiration from the goodwill efforts of organizations like ViacomCBS. Take time to determine how you, too, can give back virtually in a world that now relies so heavily on online support. ☆



STUDENT NEWS

**Congratulations to the 2019 – 2020 StudentCPT
Star and Golden Star Chapters!**

STAR Chapters

University of Alabama, Birmingham
University of Delaware
University of Northern Colorado
University of Southern Mississippi
University of Utah

GOLDEN STAR Chapters

Belmont University
Colorado Mesa University
East Central University
Florida State University
Lipscomb University
Marshall University
Minnesota State University, Mankato
Ohio University
Oklahoma State University

Temple University
Tennessee Tech University
Truman State University
University of Colorado, Colorado Springs
University of Colorado, Denver
University of New Mexico
University of Wyoming
Valdosta State University

CPT Provides Ethics CPE Training for ASCPA

The state of Alabama recently mandated that practitioners complete two hours of ethics continuing professional education. Throughout the years, the NASBA Center for the Public Trust (CPT) has provided ethics trainings, both live and online. With Alabama's new ruling, the CPT set out to develop a course to support the Alabama Society of CPAs (ASCPA) and its practitioners.

The CPT developed an online ethics course for the ASCPA, which is delivered through a CPT learning management system (LMS). The ASCPA launched the course along with other offerings to their practitioners in May. By partnering with the CPT and leveraging its LMS, the ASCPA has an efficient and effective means of collecting course fees, administering the content, and



monitoring course completions through reporting functionality.

"The Alabama Society of CPAs is pleased to partner with NASBA CPT in offering our members a premier ethics course," says Jeannine Birmingham, President and CEO of ASCPA. "The two-hour learning opportunity is filled with important information delivered in a fun, fast-paced, online platform."

If you would like to discuss opportunities to develop and implement an online ethics course, contact Sedrik Newbern at snewbern@nasba.org. ☆

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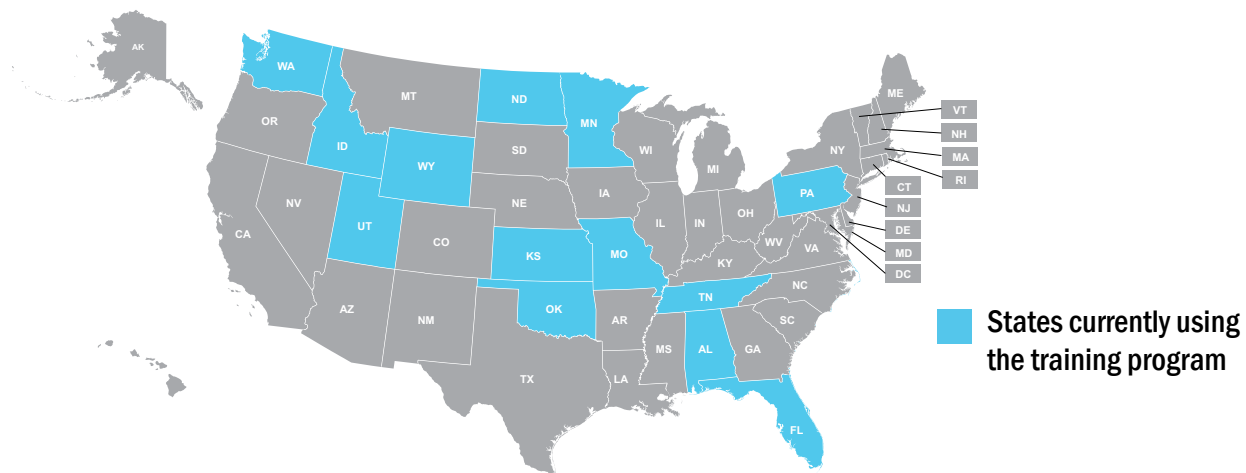
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ATTENTION!

Does Your State Use the Ethical Leadership Training Program?



To learn more about the training components of Ethical Leadership Training, gain access to a demo of the program, and to implement this program in your state, contact Sedrik Newbern at snewbern@nasba.org.